

Market Scan Worksheet

Identify demand, gaps, and opportunities before you build your product.

Why This Matters

Great ideas don't succeed in a vacuum. They succeed because they meet demand in the marketplace. A market scan helps you confirm that people are already looking for solutions, that money is being spent, and that you can identify a gap to fill.

Think of this worksheet as your **early warning system**: it shows you whether your idea is worth pursuing, needs refining, or should be adjusted before you invest time in creating it.

Step 1: Track Search Trends

Search data reveals what people are actively looking for. If interest is flat or declining, that's a red flag. If it's rising, you may be onto something.

Prompts:

- What keywords describe your idea or niche?
- What does Google Trends show over the past 12 months? 5 years?
- Are related terms on the rise?

Workspace:

- Primary Keyword(s): _____
- Trend Direction (circle one): Rising Flat Falling
- Related Keywords/Topics: _____

Example:

- Keyword: "Digital Planner Templates"
 - Trend: Rising
 - Related terms: "Notion template," "Canva planner"
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Step 2: Scan Communities

Communities are where people reveal their frustrations in real time. This is a goldmine for validation.

Prompts:

- Which Facebook groups, Reddit subs, or Quora threads discuss your niche?
- What questions come up over and over again?
- What do people say they've tried that hasn't worked?

Workspace:

- Community/Platform: _____
- Repeated Questions:
 1. _____
 2. _____
 3. _____
- Biggest Frustration Shared: _____

Example:

- Group: "Digital Product Creators – Beginners"
 - Repeated Questions: "How do I get my first sale?" "Which platform should I use?"
 - Biggest Frustration: "I feel like I'm posting everywhere but no one buys."
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Step 3: Evaluate Competitors

Competitors show proof of demand—but also reveal opportunities. Don't just look at what's out there; study what customers love and what they complain about.

Prompts:

- Who are the top 3 sellers or creators in this space?
- What are buyers praising in reviews?
- What complaints or gaps stand out?
- Where could you position your product differently?

Workspace:

- Competitor: _____
- What Buyers Love: _____
- What Buyers Complain About: _____
- Gaps I Could Fill: _____

Example:

- Competitor: “XYZ Instagram Growth Course”
 - Love: Clear video tutorials, easy steps
 - Complaint: Too generic, no real-world examples
 - Gap: Offer a smaller, beginner-focused version with templates
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Step 4: Note Red & Green Flags

Not all signals mean “go.” Capture your observations and decide if your idea needs refining.

Prompts:

- Did you see clear buying activity (people purchasing, asking “where do I get this”)?
- Or did you see a lot of interest but little willingness to pay?
- Is the market too saturated, or is there a unique gap?

Workspace:

- Red Flags (low demand, too crowded, etc.):
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- Green Signals (clear demand, underserved audience):
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Example:

- Red Flag: 50 near-identical eBooks already selling at low prices.
 - Green Signal: No beginner-friendly checklist product in this niche.
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Step 5: Decide Next Actions

After scanning the market, decide whether to move forward, refine, or pivot.

Prompts:

- Does demand look strong enough to build?
- Do I see a clear gap I can fill?
- Should I reposition my audience or offer?

Workspace:

- Next Step: Build Refine Pivot
 - Notes for Refinement: _____
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✓ By completing this worksheet, you'll have a clear, evidence-based view of whether your idea deserves your time and energy—or if it needs fine-tuning before launch.